

THE GLEICHEN CALL

VOLUME XXIX NO. 49

GLEICHEN, ALBERTA, WEDNESDAY FEBRUARY 17, 1937

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NEW TOWN COUNCIL HOLD FIRST MEETING MONDAY

Monday evening saw all the new councillors and mayor in their seats when the town council met, namely: Mayor Furell and Councillors L. Michael, P. Lashay, Wm. McConnell, C. Thompson, D. MacDonald and J. A. Menard. Wm. McConnell was appointed deputy-mayor to April 15th.

The only committee to submit any report was the finance and relief committee. The mayor speaking for this committee intimated that it was necessary to begin work immediately giving careful attention to collection, arrearages and current taxes. A prepayment plan for early payment of current taxes such as is worked in other places would be given consideration by the committee and a report made thereon at the next council meeting.

Regarding relief the committee was agreed that direct relief must be given and continued apparently for some time but it was felt that councillors should keep as free as possible from doing the distributing of relief supplies. Better work on the council and on the committees could be done by observing this principle as closely as possible. The mayor stated that personally he himself was prepared to follow this course and look for no personal profits from town relief. It was also urged in the report that careful relief records be kept and published monthly in the local paper as to the monthly amount of relief given, who did the distributing of same, etc. A daily individual report was not wholly adopted by the council. On the Mayor's suggestion the report stands over to the next meeting of the council when a decision will be arrived at respecting its merits, in its proper form.

The matter of a proper check of revenue from the Community Hall was left in the hands of the committee to be dealt with.

Regarding the matter of tuition transportation of children to school was discussed. It was decided that the secretary take the matter up with the school board.

As there is a considerable amount of school taxes outstanding which the town has been unable to collect it was decided to write the Department of Municipalities requesting as to the procedure for recovery of the same.

CANNORE PUTS GUNNERS OUT OF MORGAN CUP SERIES

Cannore put Gleichen out of the running for the Morgan Cup Monday evening by a score of 5-3 or 10-5 for the round. The Cannore aggregation is a splendid bunch of players, always in the right place at the right time. Fast skaters, right smart in getting their sticks on the puck, when Gleichen seemed to be the opposite. Cannore made four goals in succession before Gleichen was able to count one.

The first period was a poor exhibition of hockey owing to the soft and dirt that settled on the ice during the day from the weather. This caused the puck to stick to the ice and slowed up the players. Cannore scored shortly after the game started. Gleichen applied pressure but the Cannore boys back-checked effectively, picked their way and stuck to him. The second period was faster, scrapping off the ice helped. Cannore scored three goals in a row. Gleichen then took a turn at scoring when Bob Brown found the net. Cannore then scored another goal and called it a day. It was while Cannore had two men off and Gleichen one that the Gunnars scored.

The third saw Gleichen sending all players up. The pace was very fast. Power plays brought two goals for the locals. One by B. Brown from W. Lester and the other by Gibson from H. Brown. There were several pile ups in front of the goal mouths.

THE WORLD OF WHEAT

By H. C. L. Strange Director of "Crop Teasing Plan."

A new variety of wheat is out; Garnet, ten days earlier than Mar-

OUTSIDE RINKS CAPTURE PRIZES LADIES BONSPIEL

The ladies bonspiel proved to be a very enjoyable affair. Beginning Friday morning with nine rinks entered the bonspiel was finished by Saturday evening. Of the rinks entered two were from Cluny; one from Strathmore and six from Gleichen. More rinks from the surrounding towns had promised to enter but the snow blocked off all car traffic. The outside rinks that did come by train, Lanches were served by the local club at the rink.

Following are the winning rinks: Rinks competition, Hirtle of Strathmore first; Schmidt, Van Volgenburg, and Michael.

Merchants competition, Hirtle, Van Volkenburg, Gutrair, Haskayne.

This was the news that passed from farmer to farmer in 1925 in the northern country of Alberta and Saskatchewan, where Marquis was being caught by early frosts.

Thousands of bushels of Garnet were issued that first year. Last year three million acres were seeded to the new variety.

Selected and distributed by Dr. L. H. Newman and his associates at the Dominion Experimental Farm, Ottawa, the result of a cross between Preston and Bigs, made by Charles Saunders in 1905, ten days earlier and somewhat higher yielding than Marquis almost completely resistant to stinking smut or rust and throwing a bright red ear, the name soon became a great favorite with northern farmers.

Unfortunately, its milling value is different from Marquis. Canadian millers objected to it. There were few complaints from abroad, a caveat was placed into special farm grades, or graded No. 2 northern.

Yet the world's millers today produce high for Garnet; and for No. 3 Northern, which is heavily seeded with Garnet, a higher price comparison with No. 1 Northern has almost ever before recorded.

The following factors have tended to raise price: Spain purchases Argentine, Australian and Canadian wheat—Drop in official Argentine acreage figures—Dust storm in U.S. southwest—Sweden reduces import duties on oats—Estimate exportable surplus of rice from Siam, Burma and Siam smaller than 1936 shipment.

Following factors have tended to lower price: Rains benefit Argentine crop; possibility record crop—India receives general beneficial rains—U.S. longshore strike affects Vancouver grain loadings—Rains fall in time to prevent corn crop deterioration in South Africa—Rains in south and snow in north improve condition Chinese wheat crop.

LADIES SOCIAL CREDIT GROUP HOLD SESSION

The Meadowbrook Ladies Social Credit Group held a very successful card party at Shamrock School recently. The very cold weather did not prevent a very good attendance.

The hostesses were Mrs. Bert Day and Mrs. C. Nelson. Miss Helen K. Kiplup wire in charge of the entertainment.

A regular afternoon meeting will be held on February 18th at 2 p.m. at the home of Mrs. John Wilson.

GLEICHEN UNITED CHURCH

Rev. J. N. Wilkinson, Minister. Mrs. H. Birch, choir leader. Miss Jean Macquarrie, pianist. 11 a.m. Church School.

7:30 p.m. Evening worship. Subject: "Marriage and the Home." Some one has used the expression, How to be Happy Though Married, but we prefer to put it in another form and say "How to be Happily Married." This is not only a vital question for young men and women, and perhaps for some older ones but a question upon which the future of the country in a large measure depends. If the home is the foundation of society and marriage is the basis of the home we should all be interested in encouraging young people to

JUNIOR U.F.A HAVE PLEASANT TIME AT MEETING

The Junior U. F. A. again spent a very pleasant evening at the home of Mrs. W. F. Ferguson Saturday evening. The meeting was opened by singing "My Bonnie" after which the meeting proceeded. E. Ferguson presiding. It was decided to make and raffle a quilt. After the business session Koran visited the meeting and gave enlightening advice to some of the young swains that were present. A short humorous sketch "Ata Roy Pop" was immensely enjoyed by all. Contests filled in otherwise dull moments. In the "Dinner Menu" contest this first prize was won by Ruth Umbreit. Betty Umbreit winning first in an advertising guessing contest, and John Umbreit first in an item guessing contest. After a dainty lunch an enjoyable evening ended with "For They are Jolly Good Fellows."

The next meeting will be held at Mrs. Oliver's on March 6th.

LOCAL NEWS ITEMS CRAIGANT AND DISTRICT

Edward Schirber took the old fashioned way of going for the mail—riding horseback to Gleichen last Saturday.

Cecil Devitt gave the Standard hockey team the cold shoulder and did not play against Strathmore.

Jack Stickle was a visitor in the district last week. Jack is working in a mine at East Coulee.

L. H. Laverdine and Ruby are on a holiday at the coast. They are expected back this week.

Fred Dankworth has been on the list for sometime but is on the road since a change in the weather.

Mr. MacDonald has everything ready for the dance on Friday the 19th, in the school house.

Mrs. Charles Grant is at present visiting in Calgary.

Mrs. J. A. Grant has been visiting with Mr. and Mrs. George MacLean of Hammer Hill for the past two weeks.

Mr. and Mrs. Carol Sheets were in Calgary last week end. Roy is pretty good at bucking snow drifts. He can generally get through where others would stick.

Standard road to the main highway is better than the highway. It has been open between Standard and the highway all winter.

Paul Wheeler is beginning to feel a little better as the winter passes.

MRS. E. J. GARLAND ENTERTAINS U.F.W.A. MEETING

The U.F.W.A. held their regular meeting last Thursday at the residence of Mrs. E. J. Garland. With Mrs. J. A. McArthur in the chair ten members and visitors were present.

The meeting opened with the singing "O! Canada," after which the minutes of the December and January meetings were read. Mrs. McArthur gave a very interesting report on the Junior Local, which was very encouraging. Mrs. Michael gave a very interesting reading on first aid, after which a dainty lunch was served.

The next meeting will be held at the home of Mrs. McLeay on February 25.

marry and in helping them to discover how to enter into happy and successful unions.

The founder of the Christian religion has answered this question for us but most people think they are wise enough to manage this matter for themselves which accounts for so many broken homes and unhappy lives. Everyone is invited to study this question in the light of Jesus' teaching.

FIRE DESTROYS ALBERTA PACIFIC ELEVATOR MONDAY

Fire Monday morning completely destroyed the Alberta Pacific elevator. The blaze was discovered about 7:30 and by 9 the elevator had collapsed. The fire apparently broke out in the driveway and a few moments later was blazing through the top of the elevator and with the high wind blowing at the time made it a raging inferno. The wind blowing straight north kept the heat away from the adjoining elevators and at the same time endangered the C. P. R. freight sheds, but the use of a little water saved the shed. There were no freight cars directly opposite the elevator but those nearby were pushed off to safety.

Jack Bell, the manager, stated he had not been in the building that morning, nor was there a fire in the stove and he could not account for the blaze.

The elevator had a capacity of 25,000 bushels and was erected some 10 or 12 years ago. This is the second elevator the Alberta Pacific Grain Co. has had destroyed by fire here and is the fourth elevator to be burned down within the past ten years. There was about 1,000 bushels of grain in storage in the building at the time.

MUTUAL TELEPHONE ELECT OFFICERS FOR ENSUING YEAR

At a recent meeting of the Gleichen-Cluny Mutual Telephone Company the following officers were elected for the ensuing year:

President, R. B. Hayes.
Vice-President, A. N. McLean.
Secretary, J. A. McArthur.
Directors: D. Nelson, D. McBean, T. Wilson and W. F. Ferguson.

EDITOR GIVES SOUND ADVICE

Premier Aberhart wants to know if life insurance companies could, on demand, pay the complete cash surrender values of the policies drawn upon them in cash. This was his reply to criticism of his policies by the insurance companies. The answer, of course is in the negative. Life insurance companies do not keep the money they receive in cash. If they did, the costs of insurance would increase drastically, and the supply of money available for government borrowings for home building, commercial undertakings, etc., would diminish rapidly.

Insurance companies act merely as trustees for individuals. They take the money contributed by the individuals and invest it as carefully as possible. In that way these trust funds earn more money and their earnings are used partially to keep down the cost of insurance and partially to increase the value of the policies held by millions who carry insurance.

Life insurance is one of the most humanitarian schemes ever devised. By means of life insurance the people who are blest with life contribute to the support of those who have been left without a bread winner. The good that life insurance has done and is doing every day has never been sufficiently publicized or brought home to the people. But it has brought support, courage and a measure of comfort to millions of people.

Life insurance is essentially a co-operative undertaking. If we had our way every life insurance company would be mutualized. It is true that the profits extracted from stock life insurance companies is small—about 5 per cent of total net earnings on the average, while some 95 per cent goes to policy holders. But we do not believe stockholders should benefit by a penny from the life insurance funds of the multitudes.

As for Premier Aberhart's suggestion that life insurance companies should keep all the funds received in cash, the idea is simply preposterous. It shows the trend of the Social Credit minds that visualizes wealth as being money. Money is not wealth but a means of transferring it. So life insurance companies keep their funds invested in many forms of real wealth and when required all that is done is that real wealth is transferred back to real money, and (Continued on another page)

"Just Average Folks"

There are no mysterious "fifty big shots" crushing the debtors of Alberta.

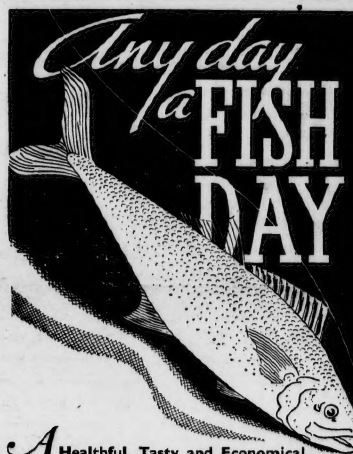
The bond and mortgage holders of this Province are just average folks—just such neighbourly people as you deal with every day—people who have hoed their row successfully, put by a little savings from year to year and tried to invest these savings securely, thus creating nest eggs for their old age.

The \$382,000,000 invested by life insurance companies in city and farm mortgages in Canada are the savings of \$700,000 policyholders. In the same way, other hundreds of millions held in mortgages by loaning companies are the savings of scores of thousands of shareholders and debenture holders—\$70,000,000 of mortgage holdings of one such company alone representing the savings of between fifty and sixty thousand persons of average means.

In Canada, it is the people of such average means who provide the funds which are invested in bonds and mortgages in Alberta and other provinces.

This statement is one of a series written by The Mortgage Lenders Association of the Province of Alberta. The Association is composed of 34 member companies. It represents hundreds of thousands of small investments by typical Canadians. Its loans to citizens of Alberta amount to some forty-five million dollars.

(The seventh statement in this series will be published in two weeks)



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Try This Recipe

KIPPERED HERRING SCALLOP

Flake one can Canadian kippered herring in small pieces. In buttered cake dish put alternate layers of cooked herring, fish and cheese, sprinkling crumbs between the layers. Add seasoning to one cup of milk and pour over the scallop. Cover with buttered crumbs and bake until brown.

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Wheat Puffs pkt.	9c
Junket Ice Cream mix. each	9c
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Mixed Candies 1/2 lb	9c
Royal York Soaps, 2 bars for	9c

ALBERTA---

...will prosper if Albertans purchase Alberta made products.

Brewing is an important industry, yet few people realize what it means in the way of employment to hundreds of our people.

Beer is manufactured from the products of the farm. The growing of barley brings good revenue to those who till the soil.

This advertisement is not inserted by the Alta. Liquor Control Board, or by the Govt of the Province of Alberta.

LUKE'S LAUNDRY

LAUNDRY WORK. CLEANING
AND PRESSING. REPAIRING
DYE CLEANING A SPECIALTY

(Continued from page 1)
EDITOR GIVES SOUND
ADVICE

this paid out to the beneficiary.

It is true that life insurance companies permit borrowing on policies and also accept the surrender of policies and give cash in exchange. That phase of the service they render is really a banking service. It is question if loans should be permitted on insurance policies at all. Life insurance is primarily a protection against the inevitable coming of death. It provides the only estate a large percentage of the people ever have. By the paying of one premium a man instantly protects his family and creates an estate to leave to them when he is going. In its essential features life insurance is not a banking business.

The Aherhart government has hurt the life insurance companies by its various acts of repudiation. The majority of life insurance companies place most of their investment in government bonds. That is the right place for them because the bond of the government should be the soundest thing in the country. If all Canadian governments were to repudiate like Alberta has done, the whole life insurance structure would be brought down in ruin and millions of people would face the loss of years of contribution. Further, the provision family heads made for their dependents would be destroyed and thousands of people would have to depend upon the governments for

support. What would this mean to the relief bills, which even now are almost unbearable?

The government of Alberta would be well-advised to leave life insurance severely alone. Any tampering with it is liable to have unexpected repercussions.—Hanna Horali

HERRING MEETS THE APPETITE

Few housewives appreciate the great variety of fish available in our local markets. Dwellers along the coast can take their sea food for granted, but inlanders must be kept informed as to the daily offerings, which contribute so largely to making our diet not only more appetizing but healthy.

If you have ever walked along a beach just after a heavy storm at sea you will recall how the very bottom seems to have been turned up on the wet sand. It is always a source of amazement to see what a variety of life there is in water, in lakes and rivers, as well as the ocean. Herrings are delicious, inexpensive and delightfully adaptable. English people look forward to their breakfast of herrings as their morning appetizer and Canadians are gradually becoming more acquainted with the delicacy of this fish. It is worth noting that Canadian herrings are taken in the sea fisheries of the Dominion's two coasts and in the fresh water fisheries as well.

Herrings are welcome anywhere in the guise of kippers, and as the lovely blonies, they have saved many a struggling author and artist from starvation. And they are delicious canned, fresh, pickled or smoked. Talking of smoked fish we mustn't overlook the famous Glidways which are tasty either fresh or smoked. And think, too, of the appetizing tang of Canadian Finnan Haddie as well as

the appeal of our various kinds of smoked fillets.

To get back to the subject of herring, few realize that herring are rich in health-giving quantities. They contain precious health-giving vitamins and are rich in such mineral nutrients as calcium, phosphorus, copper, sulphur and iodine.

In the opinion of a prominent authority on fish, whose knowledge has been handed down through three generations, there is more sunshine to be had in one medium sized herring than you can absorb through a daily half-hour sun bath.

Herrings at their best should be plump, but not too large, bright and silvery, with unbroken scales and a freshness in the eye.

The Scots (and who should know better?) often sprinkle their herring with pepper and salt, dip them in oatmeal, spread out on paper until they are thoroughly coated, and they fry them in plenty of good dripping.

The addition of onion rings in the frying pan is by no means to be despised.

FROM THE FILES OF GLEICHEN CALL TWENTY YEARS AGO

February 15, 1917.

Definite word has been received that Private Frank Vigar has been rendered blind when struck by a ball while in France.

The Queenstown Farmers Union had one of the largest delegations attending the Edmonton convention. Thursday evening there was a surprise party on Frank and Lloyd Durston at the Durston home in Queenstown.

The Queenstown farmers are now very happy as they have won from their member of the Provincial Legislature, the Hon. C. W. Mitchell that a bridge is to be built across the Bow river south of Cluny and that work will start immediately in order to complete the bridge this spring.

Fred Davis, of Irricana, has been in and about Gleichen making the acquaintance of the electors. He describes himself as the independent U.E.A. and Conservative candidate for this riding.

David McLean has left for a visit to Great Falls, Montana.

The Indians say spring is here as they have seen gophers cut.

J. J. Robinson has received word that two of his brothers, have been wounded and are now in England.

Every advance notice of any kind, where the object is the benefit or convenience of any person or number of persons, in advertising, will be treated by The Call as such. If no instructions accompany the notice advising us to whom to charge it, it will be charged to the person sending it in. Notices of any character relating to future events, the purpose of which is the raising of money, are inserted in the local news columns or the correspondence columns of The Call at fifteen cents a line for each insertion.

Bring or send the news to this office. We are always glad to have our subscribers send in or bring us news. If each one of list of readers would give us an item each week what a grand local paper we would have. Send in anything but politeness and we shall be thankful.

Fireproof ink and fireproof paper have been developed for use in preparing important legal documents.

Town & District

I, Glee left Monday night for Black Diamond where he will be employed for a few weeks.

During the past week sleighing parties in the evening have been a popular pastime by the young people.

On Saturday Betty Jane McQueen entertained her friends; Jean Black, Jean Dufco, Maurine Pineau, Esther Downey, Rosa Woods, Muriel Gilart, Agnes Doyle, Audrey Service, and Snow Le Roy Copland, to a birthday and valentine party at her home. After supper the girls played games, and later on in the evening Laurie Brown took all the girls on a sleigh ride party, which was enjoyed by all. Will Mrs. Battlemilk be ready to catch the train to Manow? When boys have used their allowance and their credit isn't good, where will they turn for funds? See how these queries are answered by our young folk. Or are they? Watch for the date of the U. C. S. S. program.

WITH THE HOCKEY BOYS

The Gunners had a swell time last Wednesday endeavoring to get to Banff. They spent from 11 o'clock in the morning until 7 o'clock in the night backing snow drifts. At 3 o'clock or thereabouts in the afternoon they had reached Tied's corner, some 15 miles out of town. They threw up the job then and spent the next four hours getting back to town. They were soaked in wet to the hip, played out, cranky, and aching from the strenuous work. They were up at five the next morning and took the train to Banff. There they lost to Cannore 5-2.

We haven't got any jokes this week on the hockey boys. Will somebody come along with one for next week?

The Scrub hockey club played an All Star Pee Wee team the other night. The Scrubs did very well to hold the fast stepping Pee Wees to an 8-6 score. It is a question open to debate whether the Scrubs or the spectators got the most fun out of the game. So anxious were the Scrubs to display their wares that on adjourning to the dressing room for a rest between periods a couple of minutes sufficed them to take on the they pursued howling for more. The highlights of the game: Art Clifford's spill; Gordon Bogstie's marvellous individual rushes; Rinky Clifford's wonderful goal judging display. Scrubs using eight men at once in order to tie the game. When the Pee Wees tried that stant the Scrubs "squawked."

By the time this appears in print it is expected the two Pee Wee final teams will have been settled. It is hoped to play some of these games in the evening. Just whether total goals in two games to decide the winner or best two out of three games has not been decided. Meantime it is hoped to form a couple of teams of the smaller Pee Wees from the different clubs for a few games before the season ends.

Plan Ahead

by JANE DEE

HAVE you realized that Easter is very early this year, and that Spring is just around the corner? Now is the time to plan your Spring wardrobe, when you have a few leisure moments to think out all the little details.

Perhaps you have started already and are wondering what is going to be smart? What the new suits are like? What the most popular fabrics for coats and dresses are? What the leading colors are, and if the hats are worn forward or back of the face?

These and any other fashion problems that you might have may be easily solved by writing to the Jane Dee Stylist Service, EATONS Mail Order, Winnipeg, where personal attention is given to any enquiry regarding style.

Kindly remember that this is not a Shopping Service.

Jane Dee

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BEAUTY SHOPPE
AT MENARD'S SHOPPE
GLEICHEN
FIRST THURSDAY OF
EACH MONTH

is swept away from them a split second later. The writer would like to see an All Star Pee Wee team play a Calgary club here. We will bet a dollar to a "donut" the local boys would carry off the honors.

The Call Says



Think what this wonderful offer will mean in enjoyment throughout the whole year for yourself and your family. Magazines of your own choice and this newspaper, packed with stories, timely articles, helpful departments and colorful illustrations. Now is your chance.

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- ☐ Silver Screen - 1 yr.
- ☐ American Boy - 1 yr.
- ☐ Parents' Magazine - 6 mos.
- ☐ Can. Horticulture and Home Magazine - 1 yr.

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- ☐ Liberty Mag. (52 issues) 1 yr.
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TOWN AND PROVINCE